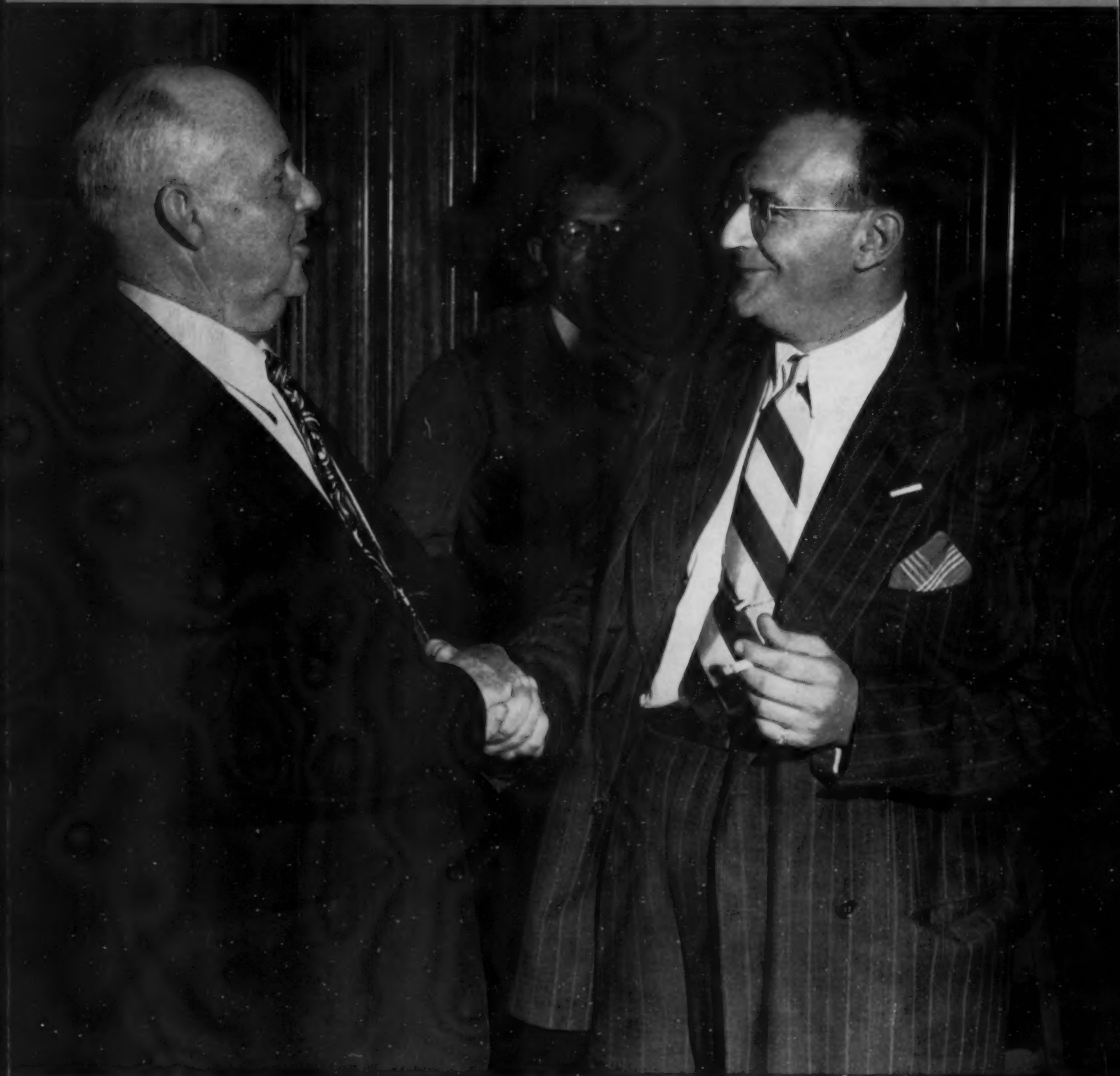


THE QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



35 Cents

EDITORIAL HANDS ACROSS RIO GRANDE

Miguel Luis Duret (right), publisher of *El Universal* in Mexico City, is congratulated on his speech at a Sigma Delta Chi dinner in Dallas, Texas, by Joe E. Cooper (left), chapter president. In the background is B. C. Jefferson, past president. (Story on Page 11).

May-June, 1946



Livestock Farmers . . . Top of the Mart

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THE QUILL

A Magazine for Writers, Editors and Publishers

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They'll Meet in Convention

THE first postwar June has rolled around and commencement time found undergraduate Sigma Delta Chi flourishing beyond the hopes of the most hopeful elder member. The chapters have bloomed like drought-stricken young corn after a summer down-pour. National headquarters has followed the same story from many campuses:

A handful of veterans returned to complete their degree and reactivated the charter guarded during the lean years by faculty members. A few months later they have initiated a dozen—sometimes a score—and Sigma Delta Chi at that campus is, if anything, lustier than ever.

Ten months ago, with V-J Day in sight, THE QUILL ventured to predict something new and special in undergraduates wearing discharge emblems. That also proved to be understatement. Letters and manuscripts to THE QUILL, copies of the campus newspapers being edited by these ex-soldiers and recent chapter visits show plainly that the new undergraduate Sigma Delta Chi is an older, wiser and generally tougher young bird than his predecessor.

SOMETHING new has also been added to Sigma Delta Chi at home during the war years. Professional members have been elected in numbers previously unknown. Such graduate chapters as Chicago, Washington, Dallas, New York, Los Angeles and others have made heavy Sigma Delta Chi representation in leading news rooms and other editorial offices a fact as well as a theory. While undergraduates were away, their professional society has been notably enriched by this steady enrollment of journalistic leaders and first class journeymen.

Both groups of newcomers need an opportunity to see Sigma Delta Chi whole. That chance will come at November's convention. Chicago offers an ideal place for the postwar undergraduate to meet the new professional member. The Headline Club's wartime initiation roster includes the managing editors of five of the nation's biggest newspapers, numerous other editors, foreign correspondents, radio news chiefs, by-line metropolitan reporters and topflight trade paper and public relations men. They'll be on hand.

President Barry Faris and Chairman George Brandenburg and his committee are overlooking no bets to make the convention program as timely and provoca-

tive as a good front page or a top news broadcast. Chicago's newspapers and radio stations will not only display their talent but will extend their warm hospitality to the delegates.

And in addition to the formal program there will be business sessions with questions of great importance to Sigma Delta Chi. The officers of the fraternity expect both undergraduate and professional members to have their say on the state of journalism and the future—immediate and long-pull—of journalism's outstanding professional society. Its first postwar convention will be a fine place for it, at a fine time.

On Writing It Simpler

WHEN Somerset Maugham presented the manuscript of his "Of Human Bondage" to the Library of Congress he took the opportunity to remind fellow novelists that the story is still the thing. "It is enough to be a good novelist," he said. "It is unnecessary to be a prophet, a preacher, a politician or a leader of thought. . . ."

Maugham, a great story teller indifferent to ideologies, was of course talking to writers of fiction. A journalist is not usually paid to write fiction. Frequently he is paid to prophesy and to interpret. But the newspaperman could well take to heart the novelist's notion that the story is the thing. He could consider even more seriously the simplicity of style by which the first rate "literary" writer usually achieves his end of a good story.

There is ever increasing emphasis on simpler newspaper writing. As THE QUILL has pointed out before, this demand is something more than a plot to sell newspapers to people who read with their lips. It is born, in part, of a desperate need to make an atomic age society—with too little time and patience—read enough to know how to preserve itself.

And it is surprising—and often a bit of a shock to newspapermen—to rediscover how much better great literary figures have appeared to understand the art of simple writing. One might suggest that every time a new study of readability appears, the newspaperman consider it primarily as a reminder to go to his bookshelves. There he might blow the dust from, say, Kipling's "Life's Handicap" or "Plain Tales from the Hills" and glance at a few old, old story "leads" to find out first hand how a first-rater did it, even before the psychologists had invented readability tests.

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AP—THE BYLINE OF DEPENDABILITY

Whither Journalism Education?

By JAMES L. C. FORD

ONE of the basic questions which confronts the educator and the student in modern American life is, "Education—for What?" This is particularly true in professional education which, over the past fifty years, has become more and more an important aspect of higher education.

The answer, very often, has been education for a rather narrow and compartmentalized specialty. As modern life by its development has become complex and specialized, so modern higher education has tended to cope with this tendency by concentrating on complex specialties, the production of specialists in various fields of endeavor.

Higher education too often has become narrowly and increasingly specialized, segmented into technical and professional skills and knowledges. In addition, the growth of American state universities, attempting to serve many phases of modern technological society, has tended to replace the traditional and cultural education in a single and uniform pattern.

The state university has expanded this relatively simple goal of a common education for all students into a multiplicity of varying aims for different students. At the same time it has, somewhat paradoxically, narrowed the field of education for



UNIVERSITY DEAN SPEAKS—James L. C. Ford of Montana State University gives his views on the problem of educating future journalists.

the individual student into the choice of a single specialty.

PART of this whole movement in higher education has been the development of the professional school of journalism, which by its very nature has emphasized the specialized, professional training of future journalists.

However, journalism education has not

been static, unchanging. As part of the society around it, journalism education has experienced different emphasis, has come in contact with and responded to different philosophies and movements in education and society.

Thus, although starting in great part with a narrow technical training, stressing tool skills and techniques, journalism education has developed an appreciation of the need for planting this purely professional seed in the soil of a rich and more liberal "culture."

Finally, in more recent years, it has felt the social and economic stresses of the modern world and attempted to meet them with a new interpretation of its function, grounded in the belief that the specialist must also be a citizen serving the needs of society in a socially beneficial way. That is, the specialist has obligations and responsibilities that go beyond his purely individual life and embrace the life around him.

IN this enlarging of horizons, journalism education has not been unique in the university world. It has responded to the same forces that have influenced many other specialties. It is the studied belief of the writer, however, that it has, earlier and more fully, acted upon its curricula than has been the case in other professional fields of education.

At the same time, however, it should be pointed out clearly that journalism education in this process has not acted uniformly nor always with consistency. Different institutions have stressed or continued to emphasize their journalism programs on varying levels—some schools have retained very largely a predominant technical tone, others have gone over wholeheartedly to a broad liberal educa-

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SHOULD education for journalism aim primarily to graduate technically trained journeymen, liberally educated men and women in the classical sense or young sociologists specially prepared for the problems of the political and business worlds? There is little agreement, either among practicing newspapermen or teachers. The emphasis shifts from school to school.

James L. C. Ford presents the problem as both working newsman and teacher. He is dean of the Montana State University school of journalism and is chairman of the National Council on Education for Journalism of the American Association of Schools and Departments of Journalism. But he says clearly that this article represents only his personal opinion.

Born and reared in China, Dean Ford came to America to attend Lawrence College. He worked for a dozen years for the United Press in New York and the Associated Press in San Francisco, for the New York office of the Chicago Tribune and for Popular Science Monthly.

He left active news work to take his master's degree at the University of Wisconsin, where he became a professional member of Sigma Delta Chi. He is also one of five educator members on the American Council on Education for Journalism which represents publishers and educators in the improvement of training for the profession.

Typewriters Beside the Shalimar



OFFICER INTO AUTHOR—Lt. Col. G. Edward Clark at CBI Theater headquarters in New Delhi, India, a desk he has now exchanged for one at Syracuse University.

Yank Laughs Still Greek To Ram Lal

By G. EDWARD CLARK

of ancient tombs hidden in a jungle primeval.

WHETHER working at their trade or in other jobs American newsmen assigned to Asiatic posts for the past few years have saved their own reputation and that of the profession by not taking themselves too seriously. When the complexities of analyzing the maze of Far Eastern affairs begins to close in or backfire, the American instead of assuming the frustrated attitude of the Occidental who has failed to understand the Orient, simply takes time out to laugh at himself. Now that many are back in America they are still chuckling.

Paul Zimmerman, sports editor of the Los Angeles Times and an exceptionally smart newspaperman—although he was an Army staff officer in the CBI theatre and not a correspondent, recently wrote a friend:

"Zim, too, has been telling the people how he single-handed won the war. I also said such sage things as 'it is too much to expect the British to ever give India its independence'—so Atlee, the stinker, made a liar out of me."

JUST a year ago QUILL ran a story about Dave Richardson, "Soldier's Reporter." The story was written by S/Sgt. Edgar Laytha, less the reporter but far more the fantastic character than the sub-

THE chatter of a typewriter beside the still vale of Shalimar sounds slightly discordant. The racket sounds just as strange within range of the tinkling bells on the old Moulmein pagoda. This contrast of sounds is no more amazing though than the sight of a strictly urban reporter dreaming up sophisticated copy against a backdrop of Oriental pageantry.

American scribes who try to catch the spell of the East often miss the boat as badly as the Orientals who attempt to adopt American slang. Japanese "tourists" in America before the war often furnished us with some of our heartiest bellylaughs.

One Nip who lost his baggage on a transcontinental plane wrote the following classic to the president of the airline:

"It's damn seldom about my baggage. You're no more to fit to fly an airplane than for Pete's sake—that's all I hope."

The only thing which saves American newspapermen from the embarrassment of the Nip is the fact that they partly realized the incongruity of their role. Although not reflected in their dispatches, newsmen in foreign lands are constantly aware of the strange quirk of fortune which picked them out of Iowa, whisked them to Burma, and asked them to cover a highly scientific war from the protection

THE portables and the transmitters are stilled beside the Shalimar and the mad Yanks have gone home, leaving the CIB Theater to such Muslim Gents as Ram Lal and Twelve Brick Memsahib and Delhi Fella. Ex-Lt. Col. G. Edward Clark is able to chuckle at memories of himself and other American newspaper and radio men with whom he worked in the strange business of interpreting the war in Asia.

There are less happy memories for Clark and others home from CBI. S.Sgt. Edgar Laytha, who wrote of Dave Richardson for The Quill a year ago, was captured before his article was published. As this issue went to press, it was learned that Laytha is now presumed dead by the war department.

The collector of these characters of CBI journalism was graduated from Syracuse University, where he was a Sigma Delta Chi, in 1938 and later took a master's degree in journalism after reporting from the Middletown (N.Y.) Times-Herald. He enlisted in the Signal Corps as a private in 1941 and four years later came home from CBI with silver leaves.

Under Gen. Stilwell, Clark became information and education officer with staff responsibility for radio stations and such publications as the Roundup and the CBI edition of Yank. His front line service included the making of combat transcriptions on the tortuous convoy that broke the blockade of China. The sketches are the work of Milford Zornes, well-known California artist who served with Clark on the CBI staff.

ject of his article. Laytha at a typewriter was a giant, master of all he surveyed. Separated from it, he was a rather slight Hungarian-American lad with a terrific inferiority complex.

When Laytha wrote for the *CBI Round-up*, the theatre newspaper, he sensed the surge of history making events about him and told that story in convincing prose. Off duty Edgar was lost, for as a lonely GI in the myriad pattern of the crossroads of the East the world passed him unnoticed.

Walking down Queensway in New Delhi one hot afternoon, Laytha had an idea. He was wearing loose sandals, so suddenly with a wild yell he kicked one high into the blistering blue. From Sikh policemen and turbaned tonga wallah to a row of startled vultures perched on a rooftop Edgar commanded attention. And he held it while five coolies tried for 45 minutes to dislodge the shoe from the ledge where it had landed.

The next day as he entered the Picadilly restaurant on Connaught Circle he took out a match and set fire to his hair. From that day hence, as a result of a series of similar escapades Laytha was known, not as a *Roundup* reporter, not as the author of several well-known books on Japan, but as that "fantastic character."

(Laytha was captured shortly after submitting the Richardson article. His CBI comrades' slender hope that he might somehow have survived was dashed by a recent inquiry to the Adjutant General. It brought a regretful "finding of death," presumably the day after his capture in Burma.)

SINGING commercials fill the airways today. One correspondent is known throughout Asia by his singing trade-name. When Darrel Berrigan, former chief of the Indian Bureau of the *United Press*, dumps his musette bag on the floor, plops onto the nearest bamboo chair, and lifts his GI boots to the nearest desk, he usually starts to hum "B E double R I . . . G A N, spells Berrigan."

One former newspaperman was sent out into the Naga Hills of northern Burma to establish an aircraft warning station. Now it seems that the mountain belonged to the chief of a Naga headhunting tribe. The chief was perfectly willing for the Americans to use the hill, but having

heard about Iran—he wanted to be sure he would get his hill back after the war. He wanted a treaty.

The scribe turned diplomat obliged. He drew up an impressive document which was formally signed and sealed by all parties concerned. The treaty declared:

*"Roses are red,
Violets are blue*

*When the war is over
We'll skidoo."*

THEY say an old actor never leaves the stage. Fred Friendly, radio reporter for Armed Forces Radio and formerly of the Yankee Network in New England, never lost sight of the fact that he was, even as a reporter, a central figure in the drama of war. Not that Fred in his superior reporting should ever be accused of egotism, but when he was working in front of a mike, he couldn't help remembering that the things happening to people about him could happen to him too.

One day Fred became a casualty. He



was injured near Namkham, close to the China border on the Burma Road. As he was carried to Gordon Seagrave's field hospital and laid out for an emergency operation, Friendly realized through the haze of pain that this was a pretty important occasion. He probably wasn't going to die—but he had been injured on the field of battle, and the event was historic.

A group of GIs and natives crowded about the open air surgery forming quite a gallery. The anesthetist clamped the tube over his face and as the surgeon began his work Fred passed out. Seconds later Friendly's resonant Nesbitt-like voice rolled across the jungle clearing. . . .

"Testing-1-2-3-4 . . . Four score and seven years ago . . ." and so on until he had completed the entire Gettysburg address.

A CERTAIN Kashmiri trader named Ram Lal made a young fortune selling his merchandise to correspondents and other itinerant Americans. Unlike his honey-mouthed competitors, Ram Lal approached his hard-headed prospects with a sly "Salaam, GI sucker." The American who had just finished telling his buddies what a great business man he was, immediately set out to prove himself a liar.

WOMAN



However, having shot his last three paychecks on trinkets for the memsahib back in Amreeka, the crestfallen Yankee had but one recourse left. He defended the last shred of his reputation by taking up his pen and writing invectives about the crafty Oriental. Ram Lal had a sort of guest book in which he collected the autographs of his good American friends. There on his roll are the bylines of almost the entire Asiatic press corps—at last triumphant. Few could resist adding a postscript after their names.

"To Ram Lal, India's Jesse James."

"To my friend Ram Lal, who could sell iceboxes to Eskimos."

"To Ram, who cheerfully and politely slit my throat."

"To Ram, Delhi's answer to Al Capone."

Today Ram Lal roams unmolested beside the now quiet vale of Shalimar. The clatter of typewriters is gone. In the silence one can hear old Ram muttering in his beard,

"Jesse James, Eskimos, Al Capone—it's damn seldom about Amreekan journalists—they are so hard to understand."

Writes New Book on "Singin' Yankees"

PHILIP D. JORDAN (Northwestern '26), author and professor of history, is soon to add "Singin' Yankees" to his list of published books and articles. It is the story of America's most famous band of native troubadours, the Hutchinson family, and was published in May by the University of Minnesota Press.

Jordan, a graduate of Northwestern University, is now associate professor of history at the University of Minnesota and formerly held the same position at Miami University. In 1944, he received the Ohioana Library Medal for the best book with an Ohio background, "Ohio Comes of Age, 1873-1900." He has been awarded a University of Minnesota Fellowship in Regional Writing.

Mr. Jordan says he has found the Hutchinsons among the important moulders of public opinion during their period from the 1840's beyond the Civil War.



Good Photos Win Readers On Campus

By WILLIAM FEENEY

"STEP up the run, Mac—picture on page one today." As the day's circulation jumped about 500 copies, the photographic staff of the *Kansan*, student newspaper of the University of Kansas, paused to consider proof in black and white that good pictures stimulate the interest that "makes" the student newspaper.

The paper's photographic department was organized as the second semester began this year, with an eye toward boosting student backing of the newspaper. In a few months it has made its place in the permanent organization of the paper, more than justifying the added expense, absorbed by cutting costs in other departments.

Sure, the *Kansan* used pictures before, the one column head-and-shoulder variety of the dean of women or a noted visiting professor, or an occasional publicity shot of the next concert attraction. The paper lacked life, just as the pictures did. The students knew it. The most attractive page make-ups were lost in solid types and headlines, and readers were lost just as readily.

THE goal now is a picture in every issue, not just a routine shot of the YWCA cabinet or the president of some club, but a picture with life and action that shows school life as students see it.

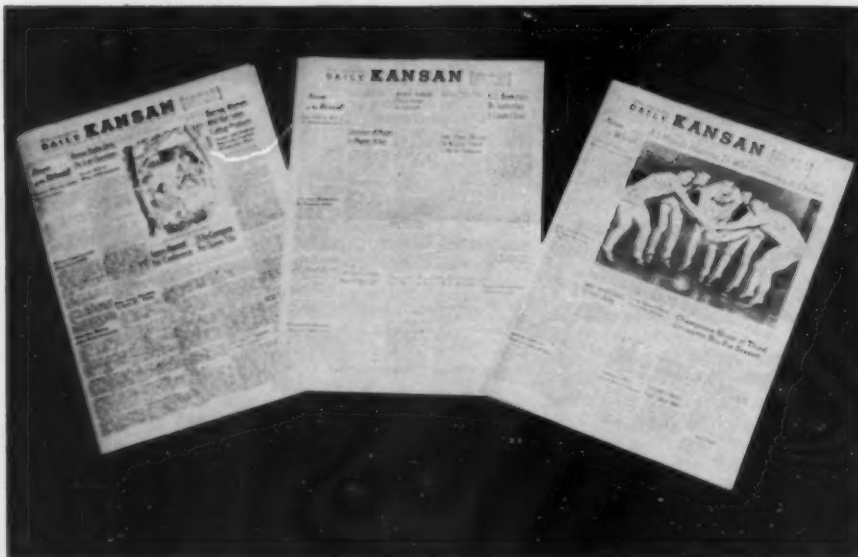
"You are a student," says the photography editor, "What would interest you about the YWCA? O.K., that's what we want."

To compensate for a week's loss of time while engravings are being made out of town, the staff plans ahead to keep the picture news timely. Pictures can be taken at an early dress rehearsal to be used on the first day of a play's presentation. Action shots of a game can be taken now, in case the school has a championship team. Organizations sponsoring school contests gladly offer advance information on winners, in exchange for pictures.

Many interesting shots are as good a week or two later as they are when taken. For example, the library will be just as overcrowded next week as it is today. If picture publicity can help bring about the remedy of longer library hours, a week's delay will not make conditions worse now, and it may make them better later.

This line of reasoning prompted a series of pictures showing traffic hazards around the school buildings, and another pointing out "eye-sores" which detracted from the beauty of the campus. The pictures were followed by improvements. The paper got its share of the credit. And the student newspaper was speaking for the students, meeting their problems. The students loved it.

Incidental publicity came the *Kansan's*



PICTURES MAKE A DIFFERENCE—Three front pages of the Daily *Kansan* illustrate a campus editor's reasons why undergraduate readers like pictures as much as the next subscriber.

way, more or less accidentally, through a shot contributed by a student in a photography class. Her novelty photo showed a friend bedecked in two issues of the paper, swimming suit fashion. After it appeared in the *Kansan*, the cut was matted for use of other student papers or papers in nearby cities.

While photographers are busy with picture campaigns, and are anticipating sports, society, and other college news events with early shots, other staff mem-

bers are building up the morgue with one column cuts of councilmen, organization officers, and student leaders, by obtaining pictures from the leaders themselves. These may be used with feature stories on the group or individual now or may be held for use with future news stories.

TO promote humor interest, the paper found its own cartoonist, in a contest open to all students. The artist draws his sketches from school life, picturing the students' views from a student's point of view. Engravings run from two dollars up for each cartoon. (Costs vary depending on the company and the speed of service desired.) Favorable comments from the students have more than offset the expense.

The budget for picture taking and printing is kept balanced through cooperative use of photo supplies by staff members. Film, printing paper, and flash bulbs can be obtained in the name of the paper at reduced rates. The photographers can use the photography class dark room at specified times.

Six original staff members presented collectively three cameras with flash attachments. Others continue to use the photography class speed graphic news camera. The big expense is engraving.

Cooperation is the keynote of all the staff's operations. At regular meetings photographers air their ideas for pictures to come, and choose their assignments on decisions of the group.

Student photography for the *Kansan* has become a profitable reality in the eyes of the cameramen who see its results. Increased good will and increased circulation prove that the difference between a dull newspaper and a student press with vitality is good pictures.

Allen J. Tenny (Wisconsin '30), assistant city editor of *The Detroit Free Press*, has returned to his home town, Chagrin Falls, Ohio, to help launch a new weekly newspaper. Allen writes that he hopes to find out why the grass looks greener on a country weekly than a metropolitan city desk.

THE boys picked up ideas overseas. Bill Feeney, for example, rose to editor-in-chief of the *Daily Kansan* before war came along. When he returned to Lawrence this year to complete his course, after two years overseas with the 237th Engineer Combat Battalion, the ex-editor-in-chief chose a spot as photography editor.

The postwar *Kansan* began doing things with pictures it hadn't done before. The result was promptly reflected in student reader interest. Bill thought other campus newspaper staffs might be interested and so did the editor of *The Quill*.

Bill is a native of Gary, Ind., who attended Bowling Green State University in Ohio for a year and the University of Kansas for nearly three years before doing three more for Uncle Sam. Since his return he has been a prime mover in reactivating the Kansas chapter of Sigma Delta Chi, serving as its first postwar president.



Arnold Kretzmann

His Public Calls Him 'Printer'

By ARNOLD KRETZMANN

PROBABLY no one with a knowledge of printing would have bought the *Star*. It's a hand-set weekly, which is no offense in itself. But the word "junk" rears its ugly head. I used to wonder what they meant when the wantads in the trade papers said, "No junk shop wanted." Now I know.

Some cases had a half dozen kinds of type in them. All except three or four of the most used faces were so dust-covered that we sounded like wheezy steam engines as we blew on each piece to see what letter we had. In one case of 14 point

IT'S either too little or too much. Six months ago, in the Navy, I was jittery from lack of enough constructive activity, along with a few million other men. Now, transformed into the "printer" of a Colorado weekly, I'm swamped and yelling for help like a few thousand other shops across the nation.

Everyone in this little ranching town calls the proprietor of the newspaper the "printer." Local custom, no doubt, but in my case it's a gross misnomer.

Before coming to Norwood in January, neither my wife nor I had set a stick of type, locked a form, or run a press of any kind. What I mean is, we're learning the business from the ground up.

Phoebe was trained as a medical technician, but she's evolved as a darn good type-setter. During eight years with Kansas newspapers as reporter and editor I'd poked my nose into the back shop quite often, but never became involved in anything more complicated than running the mauler in a pinch.

NORWOOD is in the heart of the cattle and sheep ranching country of southwestern Colorado. The town sits on a mesa, elevation 7,017 feet. There are snow-capped peaks to the east, south and west (in Utah). To the north is the high Uncompahgre plateau. So it's mostly rough country, covered with pinon and cedar, good for grazing. The mesas are devoted to irrigation farming, and will be more so when additional water becomes available.

It's 35 miles to a doctor—70 miles to a town of any size (the census taker last counted 412 people in Norwood). We feel like we're on one of the last frontiers. Our subscribers would disagree—and they are wonderful—hospitable and helpful as they can be.

Now the *Star* (that's the newspaper) is housed in one of the older buildings of the town. Of typical frontier town construction, the edifice was erected some 45 years ago as a saloon. The false front accentuates the lean to leeward. But that defect is probably not so much from the spring zephyrs as from the weight of the ponies the cowpunchers used to ride up to the bar in the rip-snortin' old days.

THE QUILL for May-June, 1946



The Star

had been dumped the sweepings off the floor, probably with a handful of pied type.

Under the stone in the ad composing room was a pile of furniture, heaped up like the start of a good campfire. Cans of pied type, broken type and slugs, and just plain junk were everywhere. Galleys of old ads and jobs were on every shelf, table and in every nook and cranny. The postmaster said he was sure some of the jobs were six or seven years old.

The pressroom was a wilderness of spindly type stands, stones, and odds and ends of equipment. The stock cabinet was jammed with back issues and just plain waste paper.

The paper is printed on an old 12x18 C&P job press. At every oiling some previously unnoticed weld appears. But it still runs. The motor on the small job press heated so badly that a run took twice as long as it should. A man with some knowledge of electricity tore it down and said there wasn't much wrong with it except dirt.

THOSE first few press runs were a nightmare. The big press operates at only one speed, about 1,200 impressions an hour. Learning to feed at that speed brought forth language which had been forgotten since Navy days.

On one of the first runs half the pages were printed upside down from the ready-print. The next time the editorial page turned out to be page 3 instead of the usual page 2.

Tympan paper apparently had never been introduced to the shop. Instead, the presses were equipped with cardboard wrapping taken from the bundles of newsprint. Naturally that increased the problem of feeding a page in straight, and also caused unnecessary offset troubles.

Of course the printing griefs were magnified by the fact that the temperature outside was usually zero, the pressroom had only one whole window, and the pot-bellied little stove would go out about the time the run was going good at 3:30 a. m.

Jobs weren't so bad, with a variable

[Continued on Page 17]

WHEN Arnold Kretzmann got out of the Navy he remembered what Horace Greeley had said. He didn't have far to go west for he was already a Kansan. But the tiny town of his choice and its five column weekly are about as near frontier newspaper tradition as one is likely to find these days.

For Arnold it was settling down, even in a village of 412 with only one good road out in winter. Between Kansas newspaper jobs—his first one was city editor, at \$10 a week—he had drifted down the Mississippi to New Orleans and worked his way around the world several years before the Navy sent him on a free return trip.

At the University of Kansas he was 1934 president of Sigma Delta Chi and editor of the *Kansan*. Between wanderings and war he worked on the *Lyons (Kas.) Daily News* and the *Lawrence Journal World*.

Now he is an editor and publisher although his readers call him "the printer." It is an adventure other young Sigma Delta Chis are having these days. Arnold, despite broken type and blizzards, appears to be enjoying his.



Norris G. Davis

Defamation on Air: Libel or Slander?

By NORRIS G. DAVIS

We do not think Congress intended by this language in the Radio Act to authorize or sanction the publication of libel and thus to raise an issue without due process or without payment of just compensation.

An appeal to the Supreme Court of the United States was dismissed.

RADIO defamation—libel, slander or something entirely new? This question has been receiving increasingly serious discussion in our courts and among legal scholars.

It was once believed that the printed word was more permanent and reached more persons than the spoken word. Thus the law has provided heavier liabilities for libel. Yet the spoken word now carried by nation-wide networks undoubtedly can do as much and perhaps more damage to a person's reputation. How is this changing situation being met?

It is easy at first glance to say the law of libel should be applied to radio broadcasts the same as to newspapers. That was the direction of the first major court cases in the field.

THE first and most discussed of the cases on the subject was *Sorenson v. Wood*.¹ In this case the defamation grew out of a political campaign speech broadcast over Station KFAB. W. M. Stebbins was seeking renomination to the U. S. Senate on the Republican ticket.

The station had granted broadcast time to Senator George W. Norris who was running for the same office and it granted similar time to Stebbins. The time granted Stebbins was used in his behalf by Richard F. Wood who read a prepared speech. In the speech he made remarks considered defamatory about Sorenson, a candidate for reelection as attorney general.

KFAB, in the suit which followed, pleaded that it had no power to prevent such a defamation because it was prohibited by law from censoring political speeches and that it therefore should not be held responsible. The suit was finally decided by the Supreme Court of Nebraska against the radio station.

The station was liable and the defamation was libel rather than slander, the court held. As for the prohibition of censorship of speeches, the court ruled that this law applied merely to the censoring of the partisan nature of the speech, not to any possible defamation. The wording of the decision on this particular point was as follows:

¹ 123 Neb. 348, 243 N.W. 82. Decided in 1932.

A SECOND case was decided the following year, 1933, in the state of Washington. It was the case of *Miles v. Louis Wasmer, Inc.*,² in which William H. Castner, publisher of a paper, *Public Opinion*, hired an announcer to broadcast a statement. Castner was advocating repeal of prohibition. In the speech which he hired the KHQ announcer to read during time not paid for by the station, he attacked the sheriff of Spokane County for auctioning confiscated stills. The announcer edited the speech in advance. Part of it as broadcast was as follows:

What a spectacle! Arresting some moonshiner and confiscating his outfit and then turning around and selling it cheap to someone else at a great discount so they can start up cheap. Seems like a queer proposition, but perhaps the county needs the money.

The court held that the speech was slanderous *per se*. Since the plaintiff does not have to offer proof of his damages in slander *per se*, the court held that there was no necessity for making a distinction between slander and libel. It did point out, however, that such a speech was similar to a paid advertisement in a news-

² 172 Washington 466, 20 P(2d) 847.

paper. There is no reason why the law should favor one medium above the other, the judge said. Thus the court plainly indicated that it believed the matter was libel even though it did not definitely and formally rule on the point. On the question of liability the court held that Castner, the announcer, and the station were all liable.

THE next case which dealt exactly with the problem of liability and the nature of the defamation was that of *Coffey v. Midland Broadcasting Co.*³ This case involved Station KMBC in Kansas City. It was affiliated with the Columbia Broadcasting Co., picking up the programs which it fed out to its member stations. One of these programs, sponsored by Remington Rand, referred to a police official of Kansas City, as an ex-convict.

He brought suit in the state court against the Midland Broadcasting Co., Columbia, and Remington Rand. The out-of-state corporations succeeded in having the case removed to federal district court, but the federal court then granted the plaintiff's motion to remand the case to the state court. In granting this motion to remand the case, the federal court stated its belief that such broadcast material was libel and that the station was entirely and completely responsible.

Concerning libel, the judge said:

The latter (newspaper publisher) prints the libel on paper and broadcasts it to the reading world. The
[Continued on Page 14]

³ 8 Fed Supp 889.

IN the November, 1942, issue of *The Quill* Norris G. Davis warned newspapermen of the possible peril in printing pictures that could be construed by the courts as an invasion of privacy. The case he cited was clear cut.

Now he takes up a far more nebulous field of defamation—the broadcast word instead of the printed word or picture. His citations show the general legal confusion over radio liability. Is it libel or slander? And just who IS liable?

Norris, a newspaperman and teacher of journalism who has just spent three years as an officer in the Quartermaster Corps, did research in the field while a graduate assistant at the University of Wisconsin. He left Madison early in 1943 to win a commission at Camp Lee, Va., where he remained as an officer candidate school expert on leadership, until recently.

A native of Texas, he planned to return to Texas A. & M. College where he taught before going to Wisconsin. A graduate of the University of Texas, he spent several years on the *Corpus Christi Caller-Times* as assistant city editor and telegraph editor.

Dallas Makes Founders Day Pan-American

THE 37th anniversary of the founding of Sigma Delta Chi was observed by professional and undergraduate chapters from Los Angeles to New York City in late April and early May.

At Greencastle, Ind., the mother chapter was host in a two-day observance by alumni, undergraduates and faculty of DePauw University, hailed by one of the speakers as an institution that has "probably turned out more newspapermen than any college of comparable size in the nation."

Dallas easily took first place for originality of its observance when it reached across the Rio Grande for a speaker and a distinguished new Pan-American member, Senor Miguel Lanz Duret, president and publisher of Mexico City's *El Universal*. Senor Lanz Duret flew to the Texas city for the program. His visit and election to Sigma Delta Chi was hailed editorially by the *Dallas Times-Herald* as a journalistic gesture of the first importance.

Senor Lanz Duret not only spoke for "good neighborliness" between the United States and Mexico. His Dallas audience felt even closer than neighbors when he told them that newspaper headaches in Mexico are just like those in the States, only perhaps a little worse.

SENOR Lanz Duret, making the round trip by private plane through the courtesy of D. A. Fowlie, president of Executive Transport Airways, brought a story of employee relations which left publishers amazed. He detailed union contracts (six) and the retirement provisions included, which rocket in percentage after 25 years of service, and peak at full pay after 30 years, not to mention disability and death benefits far beyond those to which U. S. papers are accustomed.

The Mexican publisher, whose personal charm matched his seemingly limitless fund of interesting observations and opinions, told Dallasites:

"Shortages of newsprint and labor are the big problems facing Mexican newspapers at the moment. Papers are limited to 80 per cent of the paper they used in 1943.

"The shortage has been partially relieved by a nonprofit co-operative set up by the Mexico City papers to buy collectively. The firm then rations the supply proportionately to all papers of the country. Most of the supply comes from Canada, but part is obtained from the Lufkin (Texas) mill."

SENOR Lanz Duret outlined briefly some of the nation's plans for expanding commerce with the U. S., particularly in tourist business.

"One hears as much English as Spanish spoken on the streets of Mexico City," declared the distinguished visitor. "Our people all are learning the language because they know it will be profitable."

He also voiced extreme pleasure at the opportunity for exchange of ideas with

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HONOR EDITORIAL MARTYR—Historic marker put up in memory of crusading San Francisco editor. Left to right, Campbell Watson, Pacific Coast editor, Editor & Publisher and retiring president of San Francisco professional chapter; E. D. Coblentz, *Call-Bulletin* publisher and newly-initiated member; Carl P. Miller, publisher, Pacific Coast edition of *Wall Street Journal* and past national president; Neal Van Sooy, editor of the *Stanford Alumni Review* and national treasurer, and Pearce Davies, War Assets Corporation, newly-elected president of the chapter.

ONE hundred members of Sigma Delta Chi gathered in the San Francisco Press Club May 20 to honor the 90th anniversary of the death of James King of William, martyred editor of the *San Francisco Daily Evening Bulletin*, and to witness the presentation of the fraternity's "Historic Sites in Journalism" award to E. D. Coblentz, publisher of the *San Francisco Call-Bulletin*, in tribute to King's fearless editorship.

The plaque was presented by Neal Van Sooy, national treasurer of the fraternity, who said that King represented the fraternity ideals of talent, truth and energy. He reviewed the career of King as the founder and editor of the *Bulletin* and his fight against graft and corruption in the early days of San Francisco, which resulted in his assassination May 20.

The bronze plaque, which was written by Floyd Shoemaker, chairman of the Historic Sites Committee, and which has been put in the *Call-Bulletin* lobby, reads:

James King of William
1822-1856

Founder, Editor and Publisher of
the *San Francisco*
Daily Evening Bulletin

Champion of honest municipal government, crusader against all forms of public corruption and fraud, defender of freedom of discussion and liberty of the press. An editor by seven months, he died a martyr for these principles from an assassin's bullet May 20, 1856

Erected in 1946 by
Sigma Delta Chi

National Professional Journalistic
Fraternity

A large group of undergraduate and

professional members was initiated by the Stanford active chapter, both for its own pledges and for the newly re-activated chapter at University of California. H. D. Thoreau, Stanford president, was in charge, assisted by Paul Lazarus, president of the California chapter. Fifteen California men and five Stanford undergraduates were initiated.

Professional members elected by Stanford included E. D. Coblentz, publisher, *San Francisco Call-Bulletin*; A. L. Higginbotham, head, department of journalism, University of Nevada; J. R. Knowland, publisher, *Oakland Tribune*; Thor Smith, assistant publisher, *Call-Bulletin*; and Elwood R. Williams, San Francisco manager, California Newspaper Publishers Association.

Professionals elected by California included Wally Frederick, director, University of California news bureau; Clair Hamilton, California journalism faculty; Bob Laws, American Broadcasting Company; Phil McCombs, manager, Allen's Press Clipping Bureau; Scott Newhall, magazine editor, *San Francisco Chronicle*; Hale Sparks, journalism faculty, California; and Arthur Stypes, newspaper broker.

Pearce Davies, public relations officer for the War Assets Corporation in Northern California, was elected president of the professional chapter, succeeding Campbell Watson, Pacific Coast editor of *Editor & Publisher*. First vice-president is Harold Turnblad, manager, San Francisco bureau, *Associated Press*; second vice-president, Jack Hanley, manager, *International News Service* bureau; secretary, Walter Peterson, editor, *Motorland*; and treasurer, Clifford F. Weigle, Stanford.



WAR AND WASHINGTON—John Graham Dowling (left) and Peter Edson.

EIGHT newspapermen—two shared one award—and a leading Southern newspaper have been cited by Sigma Delta Chi for distinguished service to journalism in 1945. The growing importance attached to the awards, sixth of the series started in 1940 by the late Ralph Peters, editor of *THE QUILL*, was shown in the steadily increasing number of entries.

Winners were chosen in seven classifications by a distinguished group of judges. At their suggestion, none of the entries in radio news writing was honored for 1945.

As has been done during the war years, two awards were made in foreign correspondence. One was to Arnaldo Cortesi of the *New York Times* for coverage in Argentina and the other to John Graham Dowling (*Chicago Professional '45*) of the *Chicago Sun* for war writing in the Pacific theater.

The 1945 selection represented New York, the District of Columbia, Illinois, Wisconsin, Florida and Louisiana. The *Chicago Sun*, thrice winner in 1943 and twice in 1944, repeated this year with the

RESEARCH—Frank Thayer.



award to Dowling and two honorable mentions. Two *Chicago Times* reporters, James P. McGuire and John J. McPhaul, shared the award for general reporting. Individual winners and the *New Orleans States*, chosen for courage in journalism, will receive bronze plaques.

FRANCIS P. LOCKE of the Miami (Fla.) *Daily News*, won first place among editorial writers for "America's Breathless Moment," which first appeared in the Dayton (Ohio) *Daily News* while he was on a brief assignment to that newspaper. Frank Thayer (Wisconsin '16), journalism professor at the University of Wisconsin and vice-president of the fraternity, was chosen for his research in the law of the press.

Reuben (Rube) L. Goldberg, veteran cartoonist, was selected for his *New York Sun* editorial cartoon, "Must Be a Leak," and Peter Edson (Washington, D. C., Professional '44), of the NEA Washington bureau won the award for capital coverage with his articles on the atom bomb.

Honorable mention was given Ann Stringer of the *United Press* and Edd Johnson of the *Chicago Sun* for foreign correspondence; Vaughn Shoemaker, *Chicago Daily News*, and Hank Barrow, *Associated Press*, last year's winner, for editorial cartooning; Mildred F. Lam, *New York Journal of Commerce*, and Thomas Reynolds (Washington, D. C., Professional '45), *Chicago Sun*, for Washington correspondence, and John W. Buchanan (Colorado '40), *Boulder (Colo.) Daily Camera*, for editorial writing.

THE judge of courage in journalism asked to step aside because he was an editorial neighbor of a leading entry, a newspaper that had made a campaign against political forces that had state-wide ramifications. President Barry Faris set up the Headquarters Committee of the fraternity as a special panel of judges and they unhesitatingly selected this entry, the *New Orleans States*, for its fight against the Maestri city hall machine.

The *States* campaign was the work of the entire news staff, it was pointed out by Frank C. Allen, managing editor, and therefore no individual was named. The campaign that ended in the defeat of Rob-

For Distinguished Service

Nine Named for By Sigma Del

NEW ORLEANS STATES—Courage in Jour

ARNALDO CORTESI (*New York Times*)—F

JOHN GRAHAM DOWLING (*Chicago Sun*)—

JOHN J. McPHAUL and JAMES P. McGU
porting.

FRANCIS P. LOCKE (*Miami Daily News*)—

FRANK THAYER (*University of Wisconsin*)—

REUBEN L. GOLDBERG (*New York Sun*)—E

PETER EDSON (NEA)—Washington Corresp

ert S. Maestri as mayor was first begun in 1939 during the editorship of the late James E. Crown. It was a major factor in breaking the machine left at Huey Long's death.

Among the Long henchmen who survived was the New Orleans mayor. Until his death early in 1945, Jim Crown slugged daily at Maestri with blistering editorials, news stories, pictures and cartoons. After Major Crown's death, William H. Fitzpatrick, who returned from Naval duty in the Pacific to succeed him as editor, continued the campaign.

In the year preceding Maestri's defeat in January, 1946, few issues of the *States* went to press without an editorial, a story or a picture—often all three—charging some violation of public trust by the city hall regime. The editors of the *States* believe their

EDITORIAL CARTOONIST AND WRITER

Francis J. L.



THE QUILL for May-June, 1946

ervice

d for Honors Delta Chi

age in Journalism.

(Times)—Foreign Correspondence.

(Chicago Sun)—War Correspondence.

P. McGUIRE (Chicago Times)—General Re-

y News)—Editorial Writing.

(Wisconsin)—Research in Journalism.

(ark Sun)—Editorial Cartooning.

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victory was an example of the effectiveness of constant, unrelenting pounding.

States reporters again and again reported poor political appointments, and charged use of city manpower and property for private purposes. They attacked soaring municipal expenditures while school buildings deteriorated, playgrounds gathered weeds and garbage piled up.

As election time drew near, the *States* turned to ridicule with a series of Page 1 cartoons and editorials. Election night, Maestri's smile faded as the returns came in and before midnight he put on his hat and slipped out the back door. Two days later he conceded defeat by the man whom the *States* had backed for his job.

ND WRITER—Reuben L. Goldberg (left) and Francis J. Locke.



THE QUILL for May-June, 1946



GENERAL REPORTING—James P. McGuire (left) and John J. McPhaul.

ARNALDO CORTESI, whom the judges chose for "his consistent informative dispatches despite the pressure of an unfriendly Argentinian government," was born in Italy, educated in England and has been a foreign correspondent for the *Times* for 25 years. Graduated from Birmingham University as an electrical engineer, he came from a family of journalists and returned to his father's profession as Rome correspondent for the *Times* in 1921.

Early in 1941 he was assigned to Argentina. In August, 1944, he was held eleven hours by the government for a story he had written about a speech by Peron (then vice-president). His article was suppressed and he was released. He is resuming his post as *Times* chief in Rome where he served 18 years prior to 1939.

John Graham Dowling became a front line war correspondent after evading the stage career planned by his famous parents, Eddie Dowling and Ray Dooley Dowling. A slight, serious young man—as far in manner from the tradition of Richard Harding Davis as was Ernie Pyle himself—Dowling "demonstrated unusual persistence in following the war through to a conclusion despite personal injuries and distinguished himself as a writer of extraordinary ability."

Leaving the University of Notre Dame after two years, Dowling started out to be a commercial artist, returned to his parents' world long enough to stage manage a couple of productions and then became a newspaperman. He went on dangerous patrols behind Japanese lines on Guadalcanal and followed the Pacific war to New Guinea, the Philippines and Japan. He is now in China.

TWO old-timers at running down facts, one of whom was a newcomer at newspaper work, teamed up to get "Justice for a Guy Named Joe" and win the award for general reporting. They are John J. McPhaul, a Chicago newspaperman for almost a quarter of a century, and James P. McGuire who became a reporter less than three years ago after 15 years as a private investigator.

The judges commended the team for "ingenuity, initiative and ability" in stick-

ing to an assignment that eventually freed a man who had wrongly served 12 years in prison. They also gave credit to Terry Colangelo, who spotted the want ad that led to the story and to Karin Walsh (Northwestern '37) their city editor.

Jack McPhaul, a native Chicagoan, made his debut as a copy boy on the old *Herald & Examiner* in time to be a very minor cub on the fringes of the Loeb-Leopold story. He rose to night city editor on the *Examiner* before quitting to do a tour of public relations. He returned to newspaper work in 1942.

James McGuire was born in New York City and worked for years for nationally known private investigation agencies before becoming an Army airman in 1941. He saw service as a radio flight operator in the Pacific and joined the *Times* staff as a reporter after his medical discharge from service.

FRANCIS LOCKE'S award for the best editorial came as birthday present to this member of a newspaper family. He

[Continued on Page 19]

FOREIGN—Arnaldo Cortesi.



Libel or Slander on Air?

[Continued from Page 10]

owner of the radio station "prints" the libel on a different medium just as widely or even more widely "read"... As to liability, the judge declared:

In my thought, then, I put the primary offender in the local studio of KMBC at Kansas City. I assume his good reputation; I assume that nothing in any former performance by him should put the owner of the station on inquiry; I assume even that he has submitted a manuscript and that nothing in it is questionable; I assume a sudden utterance so quickly made as to render impossible its prevention; I assume, in short, a complete absence of the slightest negligence on the part of the owner of the station.

With these assumptions is the owner of KMBC liable to one of whom the primary offender has falsely spoken as an ex-convict who has served time in a penitentiary? The conclusion seems inescapable that the owner of the station is liable.

After the order remanding the trial to the state court had been granted, the suit was settled out of court; but the decision of the federal judge was a strong link in the development of legal attitudes toward broadcast defamation.

DESPITE the clear-cut nature of these three cases, there are many arguments against the strict application of the law of libel to broadcast material. The decision in the suit of a Pennsylvania hotel against National Broadcasting Co.⁴ in 1939 by the Supreme Court of Pennsylvania recognized these arguments and broke completely with the earlier decisions. In this case the broadcasting company was held not liable because it had exercised due care.

The suit arose out of a program sponsored by Shell Eastern Petroleum Products, which rented the facilities of NBC and 26 of its member stations. The arrangements were made by an advertising agency which rented the facilities and arranged the programs, paying the performers and the announcer. Scripts were submitted to NBC in advance. On one of the programs, however, Al Jolson broke away from the script in interviewing the winner of an annual golf championship. That part of the program went as follows:

"But tell me, Sam," Jolson said, "what did you do after you got out of college?"

"I turned golf professional and in 1932 I got a job at the golf club" (naming a well-known resort).

Jolson replied, (not on the script) "That's a rotten hotel."

The hotel company brought suit and in the lower court was awarded \$15,000 damages. On appeal, the Pennsylvania Supreme Court reversed this decision and held that there should be no liability in such a case without a fault. The theory of due care, the court reasoned, could be applied to broadcast defamation even if it is considered to be libel rather than slander.

Such a stand would not be inconsistent, the court said, with the way the law of

libel is applied to newspapers because any libel in a newspaper indicates on its face a lack of due care whereas a radio defamation may not. Libel, the judge thought, could never get into a newspaper except by lack of due care; but due care might not prevent it on a radio program.

In addition the court argued that the newspaper analogy was weak since the newspaper does not lease out its facilities in the same way that the radio does. The court indicated that it felt the possible effects of a strict liability for radio stations might be injurious to the public interest.

A NUMBER of other radio cases have provided interesting controversies but have not dealt exactly with the question of libel and liability as did the cases above. The case of *Irwin v. Ashurst*⁵ which was decided in Oregon in 1938 pointed out rather startling new possibilities. The judge in a criminal trial permitted KFJL, radio station of Klamath Falls, Oregon, to install a microphone in the courtroom to broadcast the proceedings of the trial.

The plaintiff in the defamation suit was a witness in the trial. In cross examination defense counsel asked her if she "took dope." She said that she had been ill for 10 years and had been given morphine, but that she was not then using it. In his summary to the jury the defense attorney charged that she was a "dope fiend" and that her testimony against his client was a product of her imagination. She brought suit for defamation against the trial judge, the business manager of the radio station, the radio station itself, and the defense attorney.

In the lower court the judge was given a non-suit on the basis of his privilege, and the other defendants were tried before a jury. The jury was instructed by the court that the defense attorney was privileged if what he said was relevant to the trial and the radio station was privileged if its broadcast was fair and impartial. The jury found in favor of the defendants.

The decision was upheld by the supreme court of the state. This court pointed out that it could see no difference between stories of trials in newspapers, which have a qualified privilege—that is, privileged if fair and impartial—and a radio broadcast of the proceedings.

ONE case outside the United States, in Australia, definitely held broadcast defamation to be slander, not libel, even though it was read from a written script. It was the case of *Meldrum v. Australian Broadcasting Co.*⁶ Allegations that the broadcast was read from a written script were struck from the hearing as immaterial. The listeners could not know, the court ruled, whether the words they were hearing were read from script or not.

Consideration of whether the material was read from a script was given some weight in the *Sorenson v. Wood* case, and in other cases in the United States some attention has been focussed on whether the material was actually written or not.

The correctness of the decisions presented here has been argued by numerous writers. Lawrence Vold of the University of Nebraska School of Law has been one of the strongest writers in favor of the application of the law of libel. He served as amicus curiae in the *Sorenson v. Wood* case and on the second appeal entered the case as an attorney.

He has taken the stand that a defamation broadcast over a radio station is roughly the same as one printed in a newspaper, and that no consideration should be given to the plea of due care or lack of negligence.⁷

ON the other side two attorneys for the National Broadcasting Co. in an article in the *Air Law Review* for October, 1938, have presented one of the best arguments. They point out these "injustices" in the application of the law of libel:

The newspaper makes up its own copy and is circumstanced to protect itself against libel. The broadcaster has been held responsible even though powerless to prevent a defamatory statement being broadcast.

The broadcaster may be liable for defamation broadcast in the speech of a candidate for public office although Congress forbids the broadcaster from censoring any such speech.

The broadcaster is liable for defamation in the speech of a public officer regardless of his rank and this notwithstanding the practical impossibility of the broadcaster exercising any substantial degree of control over the scope of his remarks.

The broadcaster may be liable for defamation broadcast by a speaker in a public or other place although neither the place nor the speaker is under the supervision or control of the broadcaster.

These points present specific arguments that are strong and some that are weak. They do not completely answer the idea that when someone is defamed, he should have a legal recourse. Since the station actually makes it possible for the defamation to be spread, it's hard to think that it should not be liable.

IN one recent report, made by the Judicial Council of Massachusetts, it was recommended that any broadcast which would if published be libel, be considered as libel. The council added, however, that such a provision would not subject a broadcasting company to liability for statements of which it had no advance knowledge and no opportunity to prevent.

So stands the law of radio defamation—one decision says libel, another holds for slander. One opinion for libel, another for slander. There is a definite need for legislation clearing the matter. Considering the fact that radio is potentially as harmful to a man's reputation, or perhaps more so, it is easy to say that the defamation should be treated as libel.

But when one considers complete lack of opportunity to prevent such a defamation as there was in the *Summit Hotel* case, it appears clear that the radio station should not be held completely liable for libel. The only answer seems to be new laws making radio defamation a new and separate class of offense with its own penalties but with some consideration of due care or negligence.

⁴ 74 Pac (2d) 1127.

⁵ See *Georgetown Law Review*, Vol. 26, at 479.

⁷ 25 *Marquette L.R.* and 19 *Minnesota L.R.*

⁸ 8 *Atl. 2d*, 336 *Pa 182*.

Founders Day

[Continued from Page 11]

his neighbors, an opportunity which he felt certain would reinforce the national good neighbor activities of both countries.

Accepting that challenge, the Dallas chapter's President Joe Cooper declared that because of geography, Texas was in position to contribute a major share of interchange of ideas and information through which new understandings would be reached.

THE dinner committee, headed by George Haddaway, publisher of *Southern Flight*, was complimented for a party which many declared the best in the chapter's history.

Seven professional members were initiated, including Senor Lanz Duret, and two undergraduates in the Southern Methodist University chapter. They were John Van Cronkhite, public relations counsel, Harlingen; William Durham, Fort Worth Press; E. Paul Jones, Dallas public relations counsel; Robert Matherne, publisher, *Goose Creek Daily Sun*; Walter Moore, publications director, National Cottonseed Products Association, and Hugo Speck, news editor, WFAA, and Don Griffin and Stanley Turner, SMU undergraduates. Past National President Walter Humphrey, editor of the Fort Worth Press, presided at the initiation.

Included in the evening's festivities was a cocktail interlude between initiation and dinner, with the *Dallas Morning News* and *Daily Times Herald* as hosts.

DEPAUW'S two day celebration included luncheons, a dinner and conferences for students planning journalistic careers. The principal speaker was John W. Hillman (DePauw Professional '27), associate editor of the *Indianapolis News* and a former journalism teacher at the university. A distinguished visitor was L. H. Millikan of Indianapolis, one of the ten founders of the fraternity.

Speaking at the annual Sigma Delta Chi commemoration in student assembly, Hillman told undergraduates that the duty of a newspaper was to tell the truth, tell it fairly and interpret it soundly.

"The newspaper has a great responsibility," he said. "We must remember that the free press is a right, not a privilege. It is the right of the people, not the privilege of the publisher."

Praising DePauw as the Alma Mater of many newspapermen, he stated his conviction that the best background for the good newspaperman is a liberal arts education.

"If the world is to have the liberal leadership it needs and must have, it must have good newspapers," he said, "for the free press is the instrument of democracy. To be a good newspaperman you have to be more than a man versed in newspaper techniques. You must have a liberal education."

IN Chicago the Headline Club, local professional chapter, turned out more than 100 strong to hear Basil L. (Stuffy) Walters (Indiana '17), executive editor of the *Knight Newspapers*, talk on "What Makes a Newspaper Click" and to elect Charles Werner, *Sun* political cartoonist, to succeed Herb Graffis, *Times* columnist, as president.

THE QUILL for May-June, 1946



CENTRAL ILLINOIS INITIATES—New professional members from the University of Illinois faculty and local newspaper staff: (left to right) Harold N. Ahlgren, assistant professor of journalism, J. Robert Walker, assistant extension editor, College of Agriculture, University of Illinois; Harold Holmes, city editor, *Champaign-Urbana News-Gazette*; William Schmelzle, *News-Gazette*; William H. Lyons, editorial writer, University Public Information Office; Charles E. Flynn, director of athletic publicity. Seated, Chapter President Frank E. Schooley, assistant professor of journalism.

"Stuffy" Walters, one of the best known "idea men" among American editorial executives today, presented the case for the livelier, terser news writing and the bolder, more flexible makeup that has marked the papers, including the *Chicago Daily News*, under his direction. Newspapers must meet changing reader tempos and habits exactly like other mediums, he said.

He told how, during a wartime tour of duty in England, he was impressed by the readability of the greatly reduced but far more carefully edited London newspapers. He explained such innovations in typing as the use of star dashes for subheads and the boldface indenting of significant paragraphs as designed to "open up" news columns. Magazine editors and advertising copywriters, he commented, long ago learned the value of white space in attracting readers.

Other officers elected by the Headline Club are William B. Ray, manager of news and special events for NBC, first vice-president; Russ Stewart, general manager, *Times*, second vice-president, and Victor Bluedorn, executive secretary of Sigma Delta Chi, secretary-treasurer. New directors are Bruce Dennis, WGN; Tom Howard, picture editor, *Times*; James Mulroy, assistant executive editor, *Sun*, and Harry Reutlinger, city editor, *American*.

ENTERTAINMENT by Arthur "Bugs" Baer, King Features humorist, and an election of officers featured the annual dinner of the New York professional chapter.

Julien Elfenbein (Texas '18) was

named president to succeed Herbert Powell (Wisconsin '27). Other officers for 1946 include Paul L. Friggens (South Dakota '31), first vice president; West F. Peterson (Wisconsin '28), second vice president; John Crone (Columbia '24), secretary-treasurer, and Everett B. Swingle (Wisconsin '25), corresponding secretary.

MORE than 100 members and guests of the American Institute of Journalists attended the annual meeting to hear two speakers and the announcement of new officers in Los Angeles.

William K. Baxter, news bureau director of the Automobile Club of Southern California, was elected to the presidency to succeed Bill Shea, *Culver City Star News*. Roy Rosenberg, publisher of the *Inglewood News* was made vice-president and Harvey Ling of the *Burbank Review*, secretary.

Roy French, director of the University of Southern California school of journalism, resumed his traditional title of treasurer. Added to the board of directors are Shea and Alden C. Waite of the *Alhambra Post Advocate*.

Speakers included Hal KleinSmid, who served as a member of the Army-civilian administration in Germany, recounting experiences and difficulties in handling a defeated population.

Col. Henry "Eskie" Clark, head of the army athletic program during World War II and now a representative of the Alaska Development Board, spoke of plans to bring industry and the tourist trade to the far north.

THE WRITE OF WAY

By William A. Rutledge III

Honor of Authorship

ONE of the brethren in Sigma Delta Chi wrote me recently, with a touch of bitterness, that as a veteran metropolitan newspaper reporter returning from the war to his job he was making less in weekly wages than an apprentice bar tender.

Authorship—a term which includes much that is done by newspapermen—has been a notoriously low-paying estate. True indeed, there have been those, and there are those, who have found writing most lucrative. Among America's leading money-makers in the field of authorship, I would judge, have been Faith Baldwin, Harold Bell Wright, Kathleen Norris, Clarence Buddington Kelland, Lloyd Douglas, James Hilton, Booth Tarkington, and Max Brand.

ON the other side of the ledger are numerous ironies of authorship and financial difficulty. William Sidney Porter was accused of appropriating money from his till as a teller in a bank in his home town in Texas. He needed the money to keep a small publication going to press. Years later he became celebrated as O. Henry.

Young Sam Clemens, a roaming editor-printer, was thrilled to see his first compositions published in a national magazine, but he got no pay. In those days many publications did not pay for contributions. The honor of acceptance was regarded as a sufficient reward to the author. Later, as Mark Twain, he became one of America's greatest—and most successful—writers.

In *His Steps*, which stands second only to the Bible on the all-time best seller lists of America, never yielded its author, the late Dr. Charles Sheldon, one cent. He neglected to copyright the manuscript. Edgar Allan Poe, certainly one of the most brilliant writers the United States has ever produced, lived most of his life as an editor and an author in poverty.

THE incentive to authorship is not the financial lure; or rather, it should not be. Authorship is not primarily an instrument for making money although there are those who enjoy large incomes from writing. If the financial is to become the basic consideration, then the author becomes an entertainer. He has an act to put on—an act in words. His act is slanted to the applause of the audience.

Then the author compromises his integrity. Presumably, the justification for becoming a writer is the determination to express himself, the ambition to stimulate or influence thought, or to observe and report the significance and timely events and personalities. The writer, in terms of these motivations, enjoys a distinction and prestige that he indeed merits. He then becomes conscious of contributing to the heart and soul of the people among whom he lives.

With the possible exception of England, writers nowhere enjoy the prestige that is theirs within the United States. It naturally follows that nations which place

such a high value on freedom will produce profound expressions of that freedom.

MORE than one-fourth of the nation's great, as honored in the Hall of Fame, are writers—Ralph Waldo Emerson, Nathaniel Hawthorne, Washington Irving, Henry Wadsworth Longfellow, James Russell Lowell, John Greenleaf Whittier, George Bancroft, William Cullen Bryant, James Fenimore Cooper, Oliver Wendell Holmes, John Lothrop Motley, Edgar Allan Poe, Thomas Paine, Francis Parkman, Harriet Beecher Stowe, Samuel Langhorne Clemens (Mark Twain) and Walt Whitman.

Some of them were poor all their lives. Few indeed ever enjoyed large incomes. Some struggled for years to attain recognition. Several leaped up quickly, as did Oliver Wendell Holmes, whose poem "Old Ironsides" made him a national personality of letters within a year of graduation from college.

He was stirred, inspirationally so, by the announcement that this historic ship was to be scrapped. He dashed off a poem pleading for its preservation and mailed it to the *Boston Advertiser*. It was published without compensation; yet it opened up the door to a career of authorship for him.

Apprentice bar tenders do make more money than many journalists. But a bar tender never has been nominated for the Hall of Fame.

Education

[Concluded from Page 5]

tion, still others have seen a duty to society and attempted to meet it with different degrees of success.

Furthermore, the differentiation as among schools has not been simple to define; there has been gradation and overlapping all along the line. Journalism schools have combined the technical and the liberal; the technical, the liberal, and the social—all in varying degrees and amounts. Preaching has not always meant practice; in actual application, lip-service has sometimes been given without consistent or even whole-hearted effort to translate it to the reality of the curriculum.

IN its recognition of the values of liberal and general education, journalism education shows the way to every other type of professional education. It need take second place to none also in its recognition of social obligation. As for the liberal arts colleges, I believe leading journalism educators are keeping pace easily with those in the more traditional and hallowed precincts.

This does not mean that journalism education can rest happily and comfortably in its present academic chair. Quite the contrary. Journalism education as a whole still has a long way to go and to grow. As an indication of some of the miles that stretch ahead, there is the long and weary passage through the vocational thickets,

with snares for the unwary. There is the maze of overspecialization with fancy little paths for police reporting and advanced, advanced advertising layout art.

In plain language, journalism education today and tomorrow should leave behind the narrowly professional, even when pressed by the publisher who would turn the university school of journalism into a trade school. It must view liberal education with an eye for all that is useful and not be limited by dispositions merely for social science or against literature; it must integrate and synthesize the liberal and professional into genuine fusion.

Its social obligations must be met fully, by giving full and explicit consideration to the problems which the press poses democracy as well as the hopes it offers; this consideration must be manifest in the classroom and expressed in leadership for the press itself.

EDUCATION about journalism has many values for all citizens, from nursery school through adult life. The democratic man and child need to know the how and what and why of the agencies that furnish the information on which they form their judgments and beliefs. Journalism education must do more, about this.

Finally, all of these values must be not only preached but practiced, in and out of the journalism school classroom and curricula, in dealing with press and public, in the heart and soul as well as for publicity puffs.

This is the highway which journalism education can and must follow. It will not be an easy nor always a popular road. The careful man and the cautious will not like the hazards along the way. But it offers an education with integrity and genuine intellectual challenge for both teacher and student. It offers journalism a professional status in which the publisher and the paper boy can share genuine pride. It offers society a service which is fundamental to its very existence.

Wear Your SDX Emblem

It's a symbol of distinction in your daily associations—whether it be the badge, key, or the handsome ring illustrated here.



Offered in gold or sterling, with plain, enameled or onyx top, the ring is priced from \$6.50 to \$18.00, plus Federal 20% tax, plus existing state taxes.

Badge—\$5.00; Key—\$6.00. Add Federal 20% tax, and state tax.

Order from Sigma Delta Chi, 35 East Wacker Drive, Chicago, 1, Ill., or from the fraternity's official jeweler—

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Honors Paid Journalists At Missouri

SIGMA Delta Chi sponsorship of special events on many campuses, records of initiations and elections continue to show revival of undergraduate activity in the last half of the 1945-46 college year.

The Missouri Chapter initiated three distinguished journalists during the annual Journalism Week program at Columbia. They were E. Lansing Ray, publisher of the *St. Louis Globe-Democrat*; Edward W. Beattie, *United Press* war correspondent and author of "Diary of a Kriegie," and Bob Considine, *International News Service* reporter, magazine writer and co-author of "Thirty Seconds Over Tokyo."

The school of journalism honored Mr. Ray with an award for his long services in civic betterment and his activities for such newspaper institutions as the *Associated Press* and the Audit Bureau of Circulation. The presentation was made by Dr. Frank L. Mott (Iowa Professional '27), dean of the school and an executive councillor of Sigma Delta Chi.

Later the Missouri chapter honored 14 journalism students during a final honors assembly of the school. David Bowers '46 received the chapter prize and Thomas J. Young the achievement certificate for outstanding male graduate. Jan-Tze Shieh '46, Chinese student, was another prize winner. Other undergraduate initiates of the chapter include Alfredo Pascual, staff member of *El Mundo* of Havana, Cuba.

TWELVE newspapermen were initiated into the University of Minnesota chapter at special ceremonies in conjunction with the annual editors' short course of the school of journalism.

They are W. E. Dahlquist, *Thief River Falls Times*, president of the Minnesota Editorial Association; Walter Ridder, Alfred D. Stedman and L. D. Parlin, *St. Paul Pioneer Press and Dispatch*; Sidney Goldish, *Minneapolis Tribune*; James P. McDonnell, *Buffalo (Minn.) Journal Press*; J. Paul Kinney, *Osakis (Minn.) Review*; G. W. Sansburn, *Staples (Minn.) World*, and Edwin Emery, School of Journalism, formerly of the *United Press*.

The other three are South American newspapermen studying at Minnesota under auspices of the State Department: Miguel Pi de la Serra, *La Prensa*, Buenos Aires; Hoche Ponte, *Correio da Manha*, Rio de Janeiro, and Luis Serrano Reyes, *El Liberal*, Bogota.

THE University of Washington chapter reports a year's activities that started with a membership of only two and grew steadily as veterans returned to campus. The chapter cooperated with Theta Sigma Phi to issue a special edition of the *Daily* and is planning a permanent memorial for its war dead.

Ohio State was reactivated by two returned veterans in January and finished the college year with an active chapter



JOURNALISM WEEK INITIATES—Three professional members elected by the Missouri chapter are congratulated by the chapter president. Left to right—Bob Considine, *International News Service*; E. Lansing Ray, *St. Louis Globe-Democrat*; Edward W. Beattie, *United Press*, and Thomas J. Young, (Missouri '46).

of 20 men, under the guidance of Wayne V. Harsha (Illinois Professional '25) as advisor. With Theta Sigma Phi the chapter sponsored the journalism school's annual "Rib and Roast" banquet. It also initiated three professional members—Don Weaver, editor of the *Columbus Citizen*; Robert Harper, managing editor of the *Ohio State Journal* and Ernest Cady, editorial writer for the *Columbus Dispatch*.

The Cornell chapter was host, at its first postwar dinner, to Charles P. Collingwood, CBS commentator in the European war theater, and his bride, the former Louise Albritton of the movies. He spoke of journalism's responsibility in promoting the understanding essential to keeping the world peace.

Three undergraduates were initiated into the Southern California chapter along with five professional initiates of the American Institute of Journalists, Los Angeles professional chapter, in May. The initiation at the Student Union was followed by a dinner presided over by William Baxter (Southern California '35) president of the Institute and editor of *Westways*, automobile club magazine.

The professional initiates were Ed Austin, executive editor of the *Copley Press*; Clifford Safley, editor of the *San Diego Union Tribune*; William Creakbaum, public relations counsel for the Los Angeles Chamber of Commerce; John V. Morley, editor of the *SC Alumni Review*; and George S. Farquhar, managing editor of the *Huntington Beach News*.

The South Dakota State chapter was reorganized at an initiation and dinner held in May under the direction of Donald Burchard (Beloit '24), head of the journalism department. The guest speaker was Herbert Bechtold, *Sioux Falls Argus-Leader* columnist.

"Printer"

[Continued from Page 9]

speed motor and no specific deadline to meet. Still, there was plenty to learn, such as the difference between printing and embossing-in-reverse. And minor tragedies popped up, like taking a proof without moving a gripper out of the way. Result: a neat line of mashed type.

The afternoon we first tried to cast mats was memorable. The old shell caster is heated with a plumber's furnace. Forty-five minutes and a box of matches were required to get the thing going. Another hour passed, and the furnace was roaring and filling the plant with fumes. Finally the great moment arrived—the metal was hot enough. We tipped up the box (too fast, of course) and metal splattered all over the floor and equipment. Result: No cast.

THE barter system is still used in this country. One of the first renewals we made was with the medium of a hundred-pound sack of potatoes. That's a lot of spuds for two people. So where to store them? The cellar, naturally.

A half hour of vigorous chopping with a hatchet penetrated the coating of ice over the cellar door. The door creaked open, revealing a dungeon which would make a good setting for a murder mystery—stairs with half the steps broken or missing, caving dirt sides, spider webs, old bottles and jars.

Since that early experience of bartering we've traded a few subscriptions for welding, paper-hanging, etc., but not many. Those traditional Colorado cart-wheels are fairly plentiful right now.

[Concluded on Page 19]



"LET THERE BE LIGHT.."

*...The New Orleans States...in all humility,
accepts The Sigma Delta Chi Courage in
Journalism Award...in the Light of Free-
dom...and in the name of all Newspapers
to whom Freedom means more than an
Empty Word...*

LET FREEDOM RING!



**NEW ORLEANS
STATES**

REPRESENTATIVES: John & Kelley, Inc., New York, Chicago, Detroit, Atlanta, San Francisco

Awards

[Continued from Page 13]

was born in Lincoln, Neb., May 1, 1912, while his father Walter was associate editor of the *Nebraska State Journal*.

The elder Locke later became an editorial columnist for the James M. Cox newspapers and Francis was graduated from Harvard in 1933 and started his career as a reporter on the *Miami Daily News*. Three years later he became an editorial writer, in Miami and on the *St. Louis Post-Dispatch*, returning to Miami as chief of the editorial page in 1941.

FRANK THAYER, vice-president of Sigma Delta Chi, is newspaperman, teacher and lawyer, three fields that became one in his interest in the law of the press, a specialty that won him the 1945 award for research. The judges' decision was based on his two books on the subject, "Legal Control of the Press," published late in 1944, and his "Instruction Manual" on press law published last year.

Frank, an Oberlin College graduate, did his first newspaper work on his hometown paper, the *Conneaut (Ohio) News-Herald*. He reported and read copy on the *Springfield (Mass.) Republican* and the *Detroit News* and in 1928 merged two Creston, Iowa, newspapers and became president of the combined paper, the *Daily News Advertiser*. He took his M.A. degree in journalism at the University of Wisconsin in 1916 and his J.D. at Loyola University in Chicago in 1935.

Frank taught at the Universities of Kansas and Iowa, Washington State and Northwestern University before returning to Wisconsin to become a professor of journalism and lecturer on press law. He was admitted to the Illinois bar.

RUBE GOLDBERG had been drawing cartoons serious and funny for more than 40 years to become one of America's best known newspaper artists before Sigma Delta Chi chose his cartoon as "a simple and direct editorial unbestrewn with labels or lettering, which man or child could understand at once." He turned from comic cartooning to editorial nearly eight years ago.

Rube was graduated from the college of mines of the University of California in 1904 and started cartooning six months later. He drew for the *San Francisco Chronicle* and *Bulletin*, went to the *Evening Mail* and was later syndicated with such creations as "Boob McNutt," "Mike and Ike" and his even more famous "Crazy Inventions." Rube says he is best known for "finding difficult ways to do simple things, the result of an engineering education."

PETER EDSON won high praise from the judges for his reporting on the atom bomb assignment in Washington. "He wrote," the citation said, "so the average reader could absorb all the facts concerning the momentous discovery of our time. His story sparkled and broke down into crisp reading the subject mankind should know more about."

Edson himself has had a career that ranged from a high school reporter on the old Fort Wayne (Ind.) *News* at \$8 a week to editor-in-chief of *NEA* at 36. He was a tool dresser in the Ohio oil fields, a sugar

chemist in Mexico and an overseas machine gunner officer in World War I.

A Wabash College graduate, he went to Harvard for a graduate degree with the idea of teaching. His money ran out and he got a job as assistant Sunday editor on the *Boston Post*. That led to one Sunday editorship after another, which landed him as *NEA* chief at 36. After nine years of this, he explains, they took pity on "a burned out old man of 45" and sent him to Washington for *NEA*'s 750 newspapers. He hopes he will be there forever, "because it's nice work and he has it."

Judges of the 1945 awards were:

C. P. LITER, general manager, *Baton Rouge (La.) State Times*.

WILLIAM H. FITZPATRICK, editor, *New Orleans States*.

FELIX R. MCKNIGHT, assistant managing editor, *Dallas News*.

E. D. COBLENTZ, publisher, *San Francisco Call-Bulletin*.

ROBERT U. BROWN, editor, *Editor & Publisher*.

HAL O'FLAHERTY, director of foreign news service, *Chicago Daily News*.

N. R. HOWARD, editor, *Cleveland News*.

PAUL C. WHITE, director of special events, *Columbia Broadcasting System*.

FRANK AHLGREN, editor, *Memphis Commercial Appeal*.

Mr. Fitzpatrick and Mr. O'Flaherty did not judge classifications in which their papers won awards or honorable mentions.

"Printer"

[Concluded from Page 17]

Tolerance is a useful asset in these parts. There's a Chic Sales out by the garage, which does a thriving business as a public restroom. Cowboys still tie their ponies at the back of the property. One day we looked out and saw a truck unloading sacks of salt in the garage. A big sheep man just wanted to leave them overnight. No offense.

THERE'S a good highway out of the basin, as this section is known (San Miguel river basin). It was developed during the war, when the government's need of uranium was great. But it is practically the only thoroughfare open in the winter. The roads to the Cone country, Disappointment creek, Uncompahgre and other scenic sections are known as "summer" roads.

On a balmy Sunday afternoon we started for a short drive up the Cone region. Fifteen minutes and a thousand feet above the mesa we were putting on chains in a howling blizzard. At the top of Oak Hill the highway was blocked by drifts. Thereafter we believed natives when they said, "Summer road."

Coming from the wheat fields of Kansas, we are being re-educated with all this talk of lambing, shearing, the high country, summer pasture and acre-feet. If only a printer would come to help us, we might have time to observe more of our environment first hand.

Joseph A. Cully (Western Reserve '31), former advertising manager of the Dougherty Lumber Co., has joined the Lee Donnelly Co., Cleveland industrial advertising agency, as an account executive.

"... He wrote so that the average reader could absorb all the facts..."



Sigma Delta Chi's judges recognized the distinguishing quality of Peter Edson's reporting when they awarded him the medallion for Outstanding Washington Correspondence in 1945.

Peter Edson always writes so the average reader can UNDERSTAND the complex subjects of our time. That's why his Washington columns and special news dispatches are favorite reading in *NEA* client newspapers throughout America.



Exclusive News Dispatches
Featured Columnists
Telephoto Pictures
Comic Strips
Features

In making the award, Sigma Delta Chi cited Peter Edson's six dispatches on "Atomic Power in Peace." For a special brochure of the atomic series, write

NEA SERVICE

1200 West Third St. Cleveland

THE BOOK BEAT

By DICK FITZPATRICK

EVERYONE whose reason for writing is more than to put meat and potatoes on the table must read James T. Farrell's 32-page pamphlet, "The Fate of Writing in America" (New Directions Press, 500 Fifth Ave., N. Y., 25 cents). It's a provocative and challenging appeal to serious American writers.

Farrell points out that there is a growing centralization in the book business. He shows how Hollywood as a producer of motion pictures for mass consumption must be very careful about what it says and who it portrays doing what. Farrell believes that as book publishing moves further in the big business field, there will come an attempt to standardize the subject matter of books as there has been of pictures.

However, there is hope because there is always the small independent book publisher who can meet the competition by issuing quality and not quantity. Taste for a variety in books can never be subdued in those Americans with any degree of intelligence.

A section of the pamphlet discusses the "Hollywoodization of literature." Says Farrell:

"Many writers have found it most convenient to adjust their conscience, their style and their themes to the dramaturgical conceptions of Hollywood."

The serious writer, he holds, need never fear the competition of Hollywood, for the film capital can produce nothing lasting nor very influential. The honest book writer is the most free writer in America and, Farrell says, "In the long run he who is most free is sure to have the most important influence."

Farrell urges writers to lash out against the so-called culture of today, which he says, is saturated with sentimentality. He wants them to adopt a phrase of Zola's as their motto—"The truth is on the march."

IN his discussion of the book world Farrell makes some interesting observations about book reviewers.

"With the increase of book advertising budgets and the greater glamorization of authors, both books and authors will become newsworthy, thereby enhancing the strategic importance of a few regular book reviewers. Gradually, and in inverse proportion to the tepidness and vapidness of what is said, the slavery of column book reviewing is growing into a better paid profession, and book reviewing is becoming more centralized."

"The decline of book reviewing in New York and the growth of the widely syndicated book column is paralleled by the emptiness of most unsyndicated provincial reviews: a number of them are now scarcely even literate. . . . If the comments of some of our widely read reviewers be taken as honest criticism, it is clear that these United States have become groggy with genius. In fact, 'greatness' is so common in current reviews that the only way left anyone to become a distinguished writer is to be a bad one."

"... Any copy writer can claim that a cheap book is a work of genius; any book

reviewer can write a critical piece which reads like an advertisement. But to make such claims stick is another matter. An interested reader can always test a book by many comparisons."

"... Regardless of what the popular reviewers say, they have worn themselves out praising fake genius; they swoon from the junk they read and like, or pretend to like. Under attack, they usually dodge, hedge, apologize. They too have their inner doubts. . . ."

Farrell's thesis deserves the consideration of all serious writers. "The Fate of Writing in America" is a stimulating discussion and will undoubtedly exert some influence among its readers.

New Anthologies

TWO major press associations prepared news anthologies of 1945. The books, both worth reading, are "The Associated Press News Annual, 1945," by Russell Landstrom (Rinehart & Co., New York, \$4.00) and "It Happened in 1945," by the staff of INS (Duell, Sloan and Pearce, New York, \$3.50).

Typographically, the AP book has the advantage of being printed in one-column-per-page and a larger type face than in INS volume. It is 538 pages long, with a 26-page index. After a 23-page opening chapter on "Background for 1945," the year is covered in 12 chapters devoted to the months, with a several-page, day-by-day chronology at the end of each. These chapters are followed by chapters on the arts and sciences and on "The Outlook for 1946." The book has 4 picture sections of 16 pages each.

THE INS book of 464 pages contains about the same amount of reading matter as does the AP book. It opens with a detailed news index. This book covers the year by events. It is highly illustrated throughout, with the pictures running with the story. This book has more pictures by far than the AP book.

The INS book contains 28 pages of the year's top photos and calls "Mounting the Flag on Mount Suribachi" the greatest picture of the war. In addition, the book has a chronology of 1945 and 39 pages set in agate devoted to the most important dates in the war, 1937-45.

The AP book is written by Landstrom based on AP dispatches while the INS is essential parts of INS stories tied together with paragraphs written by the editor, Clark Kinnaird.

If you want an integrated story of the year, read the "Associated Press News Annual 1945." If you want the best reference book on the year, get "It Happened in 1945." Both are well done and are definite contributions to the literature of journalism.

An anthology of columns—Damon Runyan's columns, that is—are available in "Short Takes" (Whittlesey House-McGraw-Hill, New York, \$3.00). The book contains 435 pages of the best of Runyan, according to his readers' selection. Best parts of the book are the first 119 pages,

which are called "Notes for My Autobiography," which contain some shrewd observations on American journalism and the last 48 pages, which contain Joe Turp columns. The book is excellent reading from cover to cover.

Three Generals

ONE of the season's most readable books is "My Three Years with Eisenhower," by the General's naval aide, Harry C. Butcher (Simon & Schuster, N. Y., \$5.00). This mammoth (912 pages) book is filled with sidelights about the Allied Supreme Commander. Ike's reactions to the Patton incident are given and many of the quarrels between various Allied leaders that had been settled by Eisenhower.

Eisenhower holds a top place in American history and, if he does not write his own memoirs, this book will be the most important personal historical document concerning his three years as Supreme Commander of the Allied Expeditionary Forces.

This reviewer feels that Butcher was absolutely honest about Eisenhower and, although he liked him immensely, was objective.

It is difficult to review this book. The publishers, anticipating this, sent reviewers an eight-page "Guide to 135 High Spots from 'My Three Years.'" However, this was probably quite unnecessary for most reviewers undoubtedly read all of this fascinating book.

PM's editor, Ralph Ingersoll, in his highly controversial "Top Secret" (Harcourt, Brace & Company, New York, \$3.00), does a great service to General Omar Bradley but, at the same time, a disservice to General Eisenhower.

Ingersoll was a lieutenant colonel on Bradley's staff. As such he had a chance to observe some things but not all things. He presents Bradley as the greatest general of the war, but leaves the readers with the idea that Eisenhower was not the great man that everyone thinks he is.

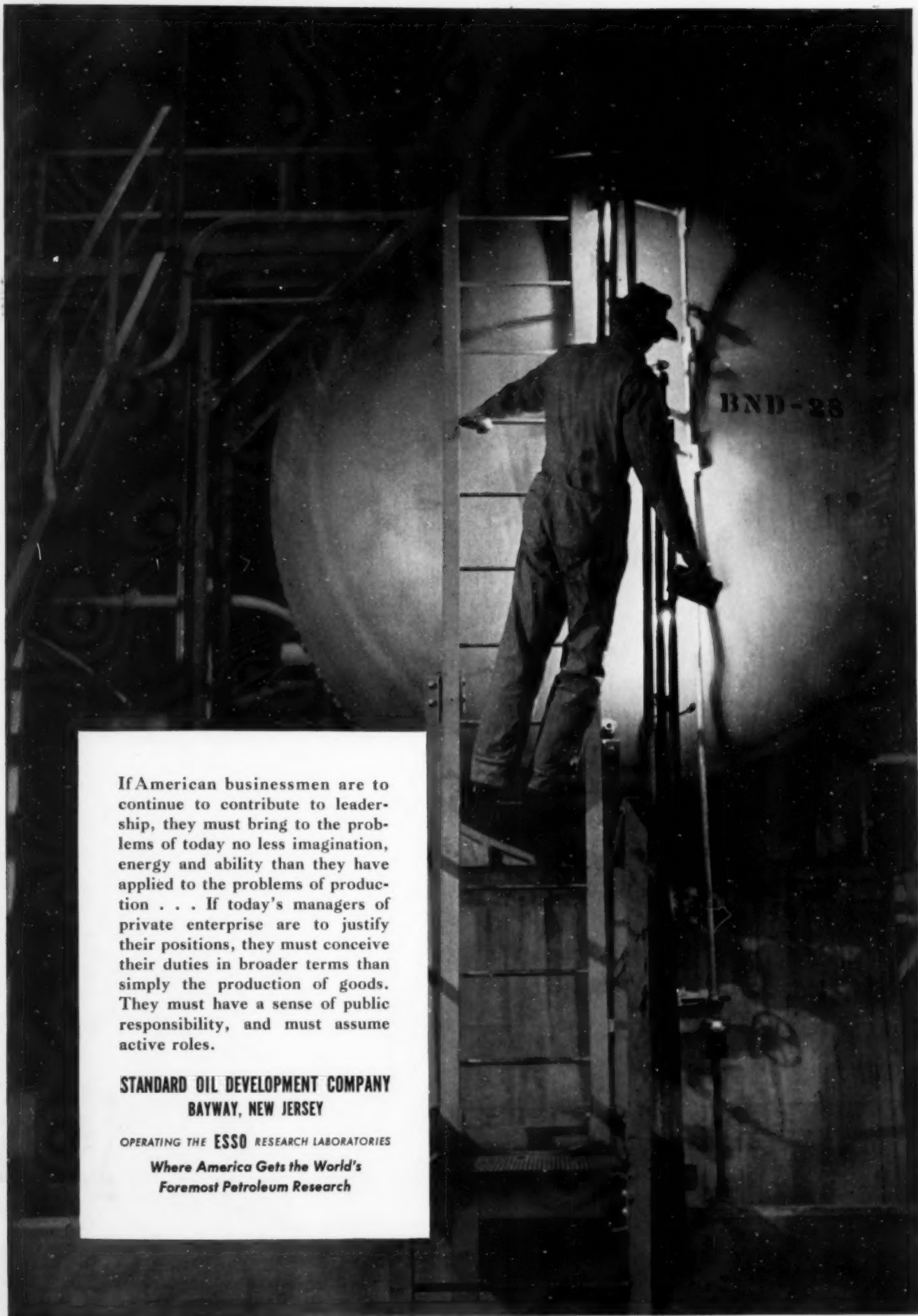
In one specific instance, Ingersoll and Butcher are in disagreement. Butcher tells of a call "Ike" received from Bradley before the Rhine crossing. According to Butcher, "Ike" told Bradley to go ahead across. However, Ingersoll says that Bradley was sure that everything was done before he would report to SHAEF so that he wouldn't be blocked. This reviewer personally is inclined to believe Butcher's version correct.

One feels that "Top Secret" is factually accurate but that many will disagree with Ingersoll's interpretation of them.

Another of America's great generals is given proper credit in Fred Eldridge's "Wrath in Burma" (Doubleday, Doran & Company, New York, \$3.00). In this 320-page book ex-newspaperman Eldridge presents a very readable account of the struggles of Joseph W. Stilwell, commanding general of the China-India-Burma theater.

After reading the book, we are convinced that Stilwell is one of the war's great generals (which he is, without doubt), and also one of the war's greatest characters (about which there can be little doubt).

The book contains much information on the political maneuvering in the Far East. It is illustrated with 16 pages of photographs.



If American businessmen are to continue to contribute to leadership, they must bring to the problems of today no less imagination, energy and ability than they have applied to the problems of production . . . If today's managers of private enterprise are to justify their positions, they must conceive their duties in broader terms than simply the production of goods. They must have a sense of public responsibility, and must assume active roles.

STANDARD OIL DEVELOPMENT COMPANY
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OPERATING THE **ESSO** RESEARCH LABORATORIES

**Where America Gets the World's
Foremost Petroleum Research**

Checking the level on a storage drum. Chemical Products Division, Baton Rouge, La.

Capital Comment

By DICK FITZPATRICK

WASHINGTON—Sigma Delta Chi's annual achievement awards, announced in this issue, are each year gaining greater prestige. Such professional recognition in journalism is vitally important in encouraging quality in professional writing.

Recently someone asked the writer of this column if the awards covered photography and the response was a careless yes. Later another Washington newspaperman informed us that he had received a letter from Sigma Delta Chi which said the awards do not cover photography.

Howard L. Kany, chief of the photo news desk of the Washington bureau of the *Associated Press*, has advanced an argument for inclusion of photography among the awards which we think should be told:

"EVEN the ancient Chinese felt that one picture was worth a thousand words. Yet Sigma Delta Chi has not decreed any photography worthy of a prize for news excellence.

"Almost every daily newspaper in America consistently allots valuable page one space to news pictures. Not infrequently, captions end with a reference to turn to an inside page for story details. In these instances, pictures have been considered more meritorious than words of a place in the paper's show window.

"Technically, reporting by pictures has shown tremendously more recent improvement than has reporting by words. The who-when-where-what-why writing technique began to be used in the 1880s, and still today is the accepted form for the best news lead.

"In the same 66 years, quality of news pictures has risen from a relatively crude product to one nearing perfection in its recording. The modern fast-action camera with speedflash attachment freezes movement, hence portraying for the newspaper reader what happens as it happens more graphically than is possible with mere words.

"UNTIL 1935, picture distribution lagged behind story transmission.

Then along came wirephoto. Now news pictures are available by wire practically simultaneously with news stories.

"In personnel, experience, technique, equipment, coverage and distribution, the news picture business is equal to that of news gathering.

"Newspapers without photo plants are installing them. Many are making provisions for daily or weekly use of color.

"The National Press Photographers Association, embracing news cameramen all over the country, is an established organization.

"In Washington, the White House News Photographers Association has a membership of almost 100 still and newsreel pho-



FOUR GEORGIANS INITIATED—Fluker Stewart (left) with Georgia journalists who became members of Sigma Delta Chi during the Press Institute held at the Henry W. Grady School of Journalism at the University of Georgia. They were (left to right): Brig. Gen. S. Marvin Griffin, adjutant general of the state and vice-president of its press association; James R. Brumby, southeastern manager of *This Week*; Nelson M. Shipp, assistant conservation commissioner and former writer and editor of Georgia newspapers, and Stiles A. Martin, state news editor, *Atlanta Constitution*.

tographers and editors. Its executive board is called for consultation on picture assignments at the White House, the Capitol and government departments.

"The *Associated Press* newsphoto service is in its 20th year. It maintains photographic staffs in every major American city and in many foreign capitals.

"Some veteran news photographers have been in the business for more than 30 years. IT'S HERE TO STAY!"

FOR our money, this is a very convincing argument. Undoubtedly there are many members of the fraternity who are or were photographers for newspapers and press associations. Many others dabble in it as a hobby.

The increased importance of graphic presentation in American journalism certainly gives great importance to this branch of journalism. It will become more important in the future.

It seems worthwhile to find out what members of the fraternity think about having an annual achievement award in press photography for Sigma Delta Chi. It is something—if the membership favors it—that should be considered at the next national convention.

This column in the next issue will discuss pros and cons on the question received from members of the fraternity. Please send your opinion to Dick Fitzpatrick, 1300 National Press Building, Washington 4, D. C., right now.

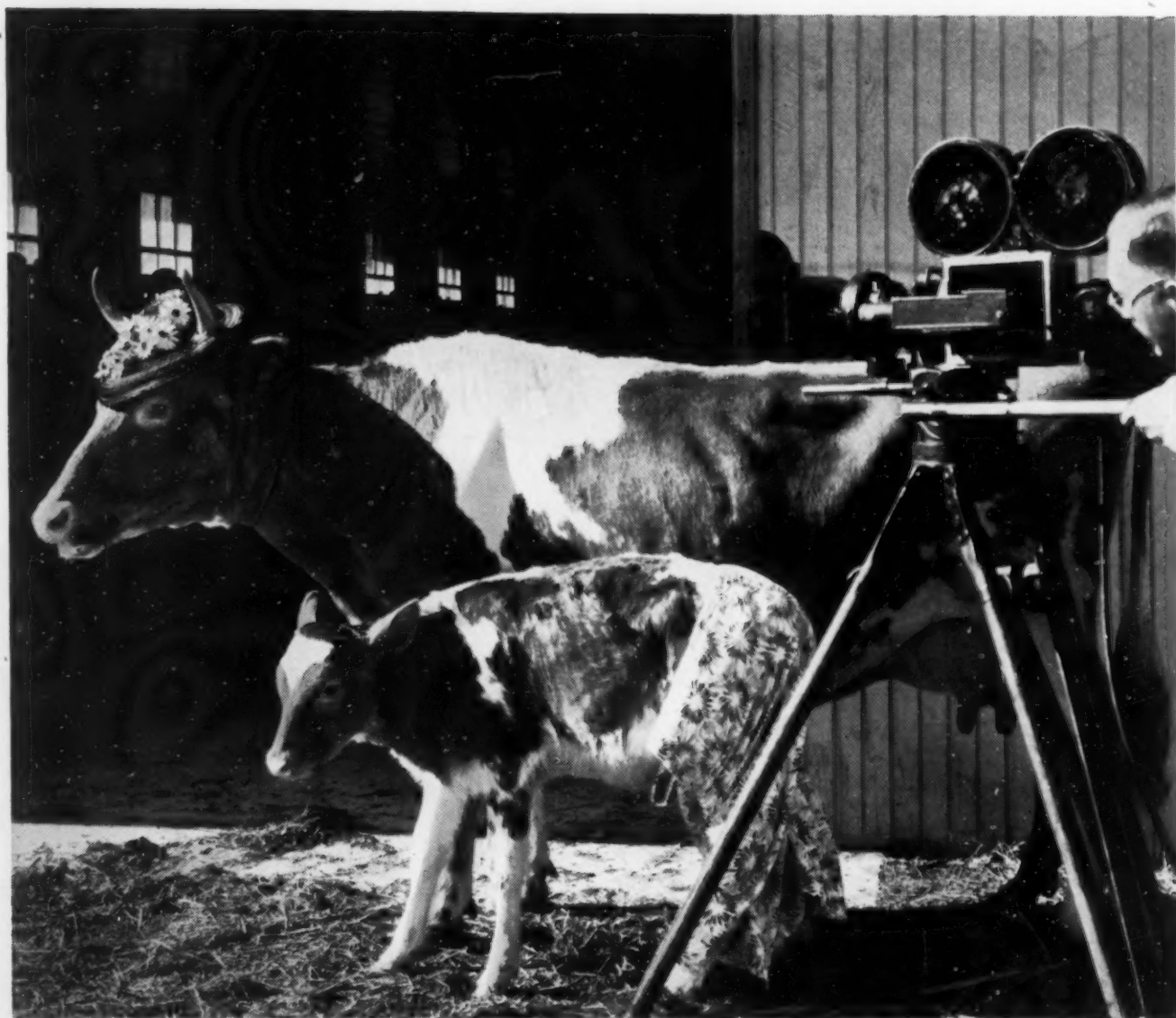
Robert C. Heyda (Wisconsin '31) has returned from five years' Army service to join the Joe Hicks public relations organization in Chicago.

Schellenger Head College Publicists

HAROLD K. SCHELLENGER (Ohio State '24), director of public relations at Ohio State University, was elected president of the American College Public Relations Association at the annual convention at Lexington, Ky., in May. Schellenger, who has been at Columbus since 1932 after eight years as editor of Jackson, Ohio, newspapers, will take office Sept. 1. He has been editor of the ACPRA magazine, *Publicity Problems*. The association, with a membership of 500 representing American and Canadian colleges and universities, also voted to change its name from the American College Publicity Association to the new title.

John E. Fields (North Dakota '35), has resigned as chief of the Japanese section of the state department's international broadcasting division to become publisher of the *Far East Trader*, a weekly news bulletin on political and business conditions in ten Far Eastern countries, published in San Francisco. Before joining the state department, Fields headed the Japanese language radio broadcasting of the U. S. psychological warfare campaign.

Murray Mason (Kansas State '46), a World War II veteran, has joined the staff of the *Box Elder News Journal* at Brigham City, Utah. The paper is managed by Charles W. Claybaugh (Kansas State '26).



Mama's in the "moo-vies"!

Though she may never win an "Oscar," nor sign an autograph, she's the star of a picture that's drawing quite a public!

From its title, you can tell the film is something different in movie fare. It's called "Quality Milk Production" — and it deals, not with make-believe, but with scientific methods of getting *more* and *better* milk to market.

These methods cover everything from the brushing of a cow to the construction of a barn. They show how to keep equipment sterile; milk scrupulously clean. They bring progressive and practical guidance to the 350,000 dairy farmers who will see them on the screen.

Filmed by National Dairy, the movie is distributed to U. S. Public Health Services, Vocational Agricultural Departments, Agricultural Extension Services, and state and city Boards of Health. It is shown to farm associations, grange meetings, farm youth groups, and many other such audiences.

In a sense, this picture might be cited as *research in action*. For it's another means by which the findings of National Dairy Laboratories reach out to improve milk — nature's most nearly perfect food — right at the source, and protect its purity every step of the journey to your dinner table.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



NATIONAL DAIRY
PRODUCTS CORPORATION
AND AFFILIATED COMPANIES

HOW TO MEET A

"Talent Scout"

THE MOVIES HAVE MEN who spend their time seeking new talent. Baseball, football, hockey—almost every sport has its talent scouts.

Newspapers have them, too—altho they aren't so easy to spot . . . for they work quietly, behind the scenes.

Yes, you have them in your own shop.

A job well done is noticed. Consistently top-grade performance is recognized. And pretty soon a man is offered a better set up, a brighter future.

That goes in Editorial, Circulation or Advertising Department.

One good way to help a talent scout spot you is to read all you can about your phase of the business and activities around it.

Certainly, *QUILL* and *EDITOR & PUBLISHER* belong at the top of your regular reading list for 1946.

EDITOR & PUBLISHER

The Newspaper for Newspaper People

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